PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Arun Sinha - yes

DATE: April 4, 1995

FROM: Karen Miller

SUBJECT: Basic vs. GPC - Research Presentation

This is to confirm that we will be presenting the results of two studies which provide insights about the relative strengths/weaknesses of Basic vs GPC and Doral on Wednesday April 12 from 3:00 - 4:30 in 6A. One study provides a national overview of brand and smoker imagery. The other is an on-going image study in 3 sets of markets, and provides a comparison by Basic's performance (Developed vs Opportunity vs Less Developed).

Please let me know if you plan to attend.

cc: C. Abbruscato
D. Beran
J. Bonhomme yes
N. Conrad
A. Friedland
K. Lalley - LBCo.
C. Levy - yes
N. Nicholes - yes

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Source: https://www.industrydocuments.ucsf.edu/docs/zzhj0004